

Message Text

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PAGE 01 SEOUL 07447 170739Z

14

ACTION EA-09

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FM AMEMBASSY SEOUL

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TAGS: BGEN KS

SUBJ: KOREAN MOTION PICTURE INDUSTRY

REF: SEOUL 7099

1. REFTEL OUTLINED KOREA'S NEW MOTION PICTURE PROCURE-
MENT POLICY WHICH SET UP A SEMI-AUTONOMOUS MOTION PICTURE
PROMOTION CORPORATION (MPPC) TO SCREEN FOREIGN MOTION
PCITURES, NEGOTIATE THE PRICES OF FILMS, AND DESIGNATE
ONE OF FOURTEEN KOREAN FILM PRODUCERS AS THE ACTUAL
PURCHASER OF THE FILM FOR SHOWING IN KOREA.

2. VICE MINISTER OF CULTURE AND INFORMATION KIM, DONG-HUI,
INFORMED EMBOFF TODAY THAT THE MPPC HAS RECEIVED INFORMA-
TION AND PRICES ON FILMS FROM SOURCES OTHER THAN U.S. FILM
REPRESENTATIVES, AND WAS CONCERNED NO U.S. FIRMS WERE
OFFERING FILMS FOR THE KOREAN MARKET. AS HE STATED TO
EMBOFF PREVIOUSLY (SEE REFTEL,) KIM IS CONCERNED ABOUT
THE MOTION PICTURE SECTION OF THE JOINT COMMUNIQUE OF
THE SEVENTH COMMERCE MINISTERIAL CONFERENCE RELATIVE TO
THE PROMISE BY THE ROK TO INCREASE IMPORTS OF U.S. FILMS.

3. VICE MINISTER KIM ALSO INQUIRED ABOUT A MEETING OF
MOTION PICTURE INDUSTRY OFFICIALS IN WASHINGTON DURING
THE LATTER PART OF SEPTEMBER. HE IMPLIED THE ROK WOULD
LIKE TO SEND A REPRESENTATIVE TO EXPLAIN THE NEW ROK
MOTION PICTURE POLICY TO THE GROUP.

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4. WE HAVE BEEN INFORMED BY LOCAL MOTION PICTURE SOURCE

THAT RUMORS IN THE TRADE ARE THAT THE U.S. FILM INDUSTRY
HAS PLACED A TOTAL BAN ON FUTURE SALES OF MOTION PICTURES
TO KOREA.

5. EMBASSY REQUESTS FOLLOWING INFORMATION:

A) DETAILS OF WASHINGTON INDUSTRY MEETING AND ATTITUDE
TOWARDS ATTENDANCE BY ROK OFFICIAL.

B) ATTITUDE OF INDUSTRY TOWARDS NEW ROK MOTION PICTURE
POLICY.

(C) DEPARTMENT INSTRUCTIONS FOR EMBASSY ON THE NEW ROK
FILM POLICY AND ITS RELATIONSHIP TO THE JOINT
COMMUNIQUE MENTIONED IN PARA 2.
STERN

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